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Register Number

Name of the Candidate:

B.Sc. DEGREE EXAMINATION, May 2015

(MULTIMEDIA)

(FIRST YEAR)

(PART- III)

130: VISUAL DESIGN

Time: Three hours

Maximum: 100 marks

SECTION-A

(8×5=40)

Answer any EIGHT questions

1. List out the characteristics of a good design.
2. What are the elements of a design? Explain.
3. Write a note on colour theory
4. What is achromatic? Explain.
5. What are the types of graphics? Explain.
6. What is typography? Explain.
7. Describe layout guidelines.
8. What are the important parts of a layout? Explain.
9. Explain the concepts of perspective.
10. Write a note on single point perspective.

SECTION-B

(3×20=60)

Answer any THREE questions

11. Write a short note on:
i) Principle of design ii) Importance of creativity
12. Explain about colour psychology and cool colours in detail.
13. Explain the following: i) typeface anatomy ii) typeface classifications
14. Discuss about brochure designing.
15. What are the types of perspective view? Explain.
